

## **AMENDMENTS TO THE CLAIMS**

The following listing of claims will replace all prior versions and listings of claims in the application.

### **LISTING OF CLAIMS**

1. (Currently Amended) A display drive device comprising:
  - a drive circuit driving a display unit in which pixels are formed;
  - a nonvolatile storage circuit storing screen information indicating a position of a pixel to be driven in the display unit;
  - a control circuit reading the screen information from the nonvolatile storage circuit;
  - a drive setup circuit setting a position based on the screen information read by the control circuit in the drive circuit, the drive setup circuit including an address control circuit that controls a driving column of pixels and a reading address for display data; and
  - a determination circuit that determines whether a drive voltage is supplied from a voltage supply circuit that supplies a drive voltage to the drive circuit based on the screen information read by the control circuit, and, if the determination is negative, re-starts the voltage supply circuit and starts a re-setup operation by the drive setup circuit re-setting the position based on the screen information read by the control circuit.
2. (Original) The display drive device according to Claim 1,
  - wherein the control circuit reads the screen information from the nonvolatile storage circuit in synchronization with a supply of a power voltage from a power circuit which supplies a voltage.

3. (Original) The display drive device according to Claim 1,  
wherein the control circuit reads the screen information from the nonvolatile storage circuit at predetermined intervals.

4. (Original) The display drive device according to Claim 1,  
wherein the nonvolatile storage circuit stores the display information;  
the control circuit reads the display information from the nonvolatile storage circuit; and  
the drive circuit displays the display information read from the control circuit on the display unit.

5. (Original) An electro-optical device comprising the display drive device according to Claim 1.

6. (Original) An electronic apparatus comprising the electro-optical device according to Claim 5.

7. (Canceled)

8. (Currently Amended) A drive setup method of a display drive device comprising the steps of:  
reading screen information from a nonvolatile storage circuit which stores the screen information indicating a position of a pixel to be driven, in a display unit in which pixels are formed;  
setting a position based on the read screen information;  
driving the position set in the display unit;

controlling a driving column of pixels and a reading address for display data with an address control circuit;

driving the display unit by a drive voltage based on the read screen information;

determining whether the drive voltage is supplied from a voltage supply circuit;

and

re-starting the voltage supply circuit when the determination is negative; and

performing a re-setup operation by re-setting the position based on the read screen information when the determination is negative.

9. (Currently Amended) A display drive device comprising:

a drive circuit driving a display unit in which pixels are formed;

a nonvolatile storage circuit storing setup information to change a drive voltage to be supplied to the drive circuit;

a control circuit reading the setup information from the nonvolatile storage circuit at predetermined intervals;

a voltage supply circuit supplying a drive voltage based on the setup information read by the control circuit to the drive circuit; and

a determination circuit that determines whether a drive voltage is supplied from the voltage supply circuit, and, if the determination is negative, re-starts the voltage supply circuit and starts a re-setup operation based on the setup information screen information read by the control circuit.

10. (Original) The display drive device according to Claim 9,

wherein the control circuit receives instruction information for instructing the reading of the setup information and reads the corresponding setup information.

11. (Canceled)

12. (Original) An electro optical device comprising the display drive device according to Claim 9.

13. (Previously Presented) The electro-optical device comprising an electronic apparatus according to Claim 12.

14. (Canceled)

15. (Currently Amended) A drive setup method of the display drive device comprising the steps of:

reading setup information from a nonvolatile storage circuit which stores the setup information to change and sets a drive voltage for driving a display unit in which pixels are formed at predetermined intervals;

driving the display unit by a drive voltage based on the read setup information;

determining whether the drive voltage is supplied from a voltage supply circuit;

and

re-starting the voltage supply circuit when the determination is negative; and

performing a re-setup operation based on the read setup information when the determination is negative.